

WHAT IS CLAIMED IS:

1. For use in a wireless network, a base station capable of transmitting broadcast data to a plurality of mobile stations in a coverage area of said base station, wherein said base station is capable of transmitting a first control message to said plurality of mobile stations, said first control message operable to assign a shared public long code mask (PLCM) to said plurality of mobile stations.

2. The base station as set forth in Claim 1 wherein said base station is further capable of transmitting a second control message to said plurality of mobile stations, said second control message operable to assign a shared Walsh Code (WC) to said plurality of mobile stations.

3. The base station as set forth in Claim 2 wherein said base station transmits said broadcast data to said plurality of mobile stations using said shared PLCM and said shared WC.

4. The base station as set forth in Claim 3 wherein said base station is further capable of transmitting mobile station-

specific information to a first target mobile station by transmitting in said broadcast data a first packet data unit containing a first address identifier associated with said first target mobile station.

5. The base station as set forth in Claim 4 wherein said base station assigns said first address identifier to said first target mobile station.

6. The base station as set forth in Claim 5 wherein said base station is further capable of transmitting multicast information to a first group of mobile stations by transmitting in said broadcast data a second packet data unit containing a second address identifier associated with said first group of mobile stations.

7. The base station as set forth in Claim 6 wherein said base station assigns said second address identifier to said first group of mobile stations.

8. A wireless network comprising a plurality of base stations, wherein a first one of said plurality of base stations is capable of transmitting broadcast data to a plurality of mobile stations, wherein said first base station is capable of transmitting a first control message to said plurality of mobile stations, the first control message operable to assign a shared public long code mask (PLCM) to the plurality of mobile stations.

9. The wireless network as set forth in Claim 8 wherein said first base station is further capable of transmitting a second control message to said plurality of mobile stations, said second control message operable to assign a shared Walsh Code (WC) to said plurality of mobile stations.

10. The wireless network as set forth in Claim 9 wherein said first base station transmits said broadcast data to said plurality of mobile stations using said shared PLCM and said shared WC.

11. The wireless network as set forth in Claim 10 wherein said first base station is further capable of transmitting mobile station-specific information to a first target mobile station by

transmitting in said broadcast data a first packet data unit containing a first address identifier associated with said first target mobile station.

12. The wireless network as set forth in Claim 11 wherein said first base station assigns said first address identifier to said first target mobile station.

13. The wireless network as set forth in Claim 12 wherein said first base station is further capable of transmitting multicast information to a first group of mobile stations by transmitting in said broadcast data a second packet data unit containing a second address identifier associated with said first group of mobile stations.

14. The wireless network as set forth in Claim 13 wherein said first base station assigns said second address identifier to said first group of mobile stations.

15. For use in a wireless network, a method of transmitting broadcast data from a base station to a plurality of mobile stations in a coverage area of the base station, the method comprising the steps of:

transmitting a first control message from the base station to the plurality of mobile stations, the first control message operable to assign a shared public long code mask (PLCM) to the plurality of mobile stations.

16. The method as set forth in Claim 15 further comprising the step of transmitting a second control message to the plurality of mobile stations, the second control message operable to assign a shared Walsh Code (WC) to the plurality of mobile stations.

17. The method as set forth in Claim 16 further comprising the step of transmitting the broadcast data to the plurality of mobile stations using the shared PLCM and the shared WC.

18. The method as set forth in Claim 17 further comprising the step of transmitting mobile station-specific information to a first target mobile station by transmitting in the broadcast data a

first packet data unit containing a first address identifier associated with the first target mobile station.

19. The method as set forth in Claim 18 wherein the base station assigns the first address identifier to the first target mobile station.

20. The method as set forth in Claim 19 further comprising the step of transmitting multicast information to a first group of mobile stations by transmitting in the broadcast data a second packet data unit containing a second address identifier associated with the first group of mobile stations.

21. The method as set forth in Claim 20 wherein the base station assigns the second address identifier to the first group of mobile stations.